

KÉRASTASE  
PARIS

HAIR AND SCALP EXPERT SINCE 1964



KÉRASTASE

K

INITIALISTE

—CELLULES VÉGÉTALES NATIVES—

Concentré Fondamental  
Advanced Scalp and Hair Concentrate

RECHERCHE AVANCÉE  
—L'OREAL—  
PARIS

Initialiste

The 1<sup>st</sup> Scalp and Hair Serum\*  
to impulse the growth of  
stronger and shinier hair

首个头皮与头发的精华液  
深入根源以促进完美亮丽的新发生长

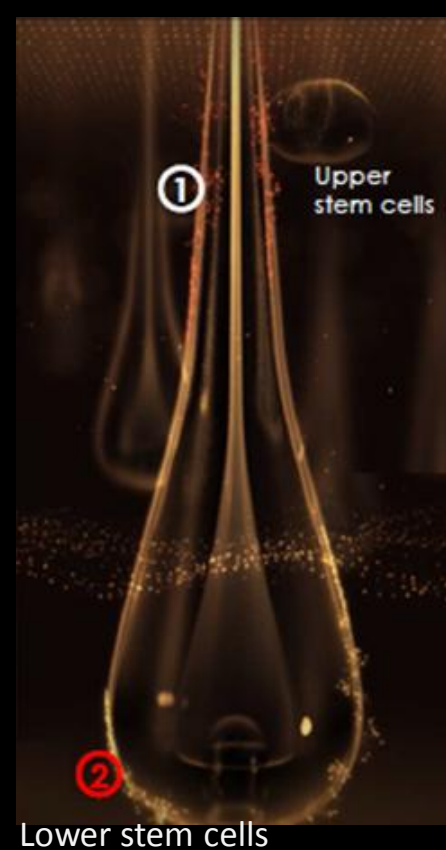
Powered by Stem Cell  
Technology

源自干细胞科技

# STEM CELLS:

## The Heart Of Hair Regeneration

### 干细胞与新发生长



### Exposure To External Aggressions

接触到  
外来侵略

Oxidative stress

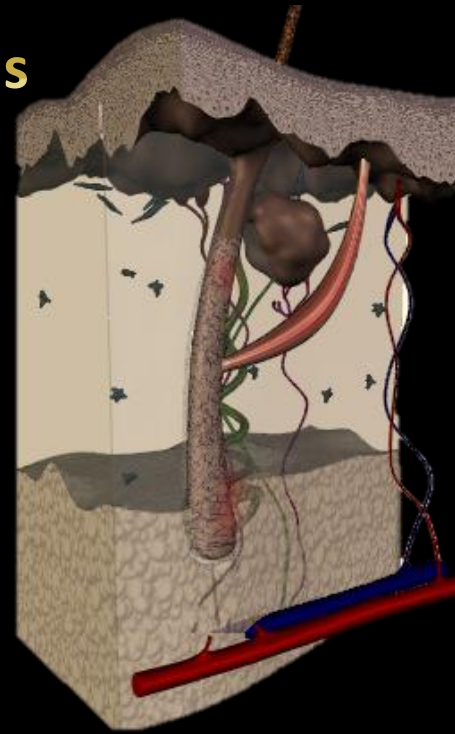
氧化应激

Pollution

污染

UV Ray

紫外线



There are 2 stem cell-enriched reservoirs in the hair's root. They help regenerate new hair.

发根含有两个富有干细胞的存库。它们能帮助再生新发。

Stem cells lose regenerative power. Hair becomes brittle, matt-looking and thin.

干细胞失去再生能力。头发变得脆弱,稀薄与淡化。

# HIGH PERFORMING SUPER SERUM: 高效精华

For Perfect Hair Quality - Powered By Stem Cells  
完美发质 - 源自干细胞

CONTAINING NATIVE PLANT  
STEM CELLS

含有天然植物干细胞

Native Malus Domestica Plant Cells  
原生植物细胞

Maintains regenerative power of stem cells  
维持干细胞的再生能力



Protects Stem Cells & Its Environment,  
Increase Longevity Of Hair Follicle  
保护干细胞及环境，延长毛囊的寿命

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# INITIALISTE: VISIBLE RESULTS 效果

WITHIN 7 DAYS:

7天内

Hair is resistant with  
93%\* less breakage\*  
during brushing。

秀发更强韧：减少断裂高  
达93%\*

WITHIN A MONTH:

1个月内

Vitality of hair increased  
by 85%\*

提升秀发活力高达 85%\*

Hair fiber significantly  
improved\*

头发纤维明显改善高达 77%\*

•Instrumental Test

•计量测试